

INPUT

Planning Services For Management

INPUT

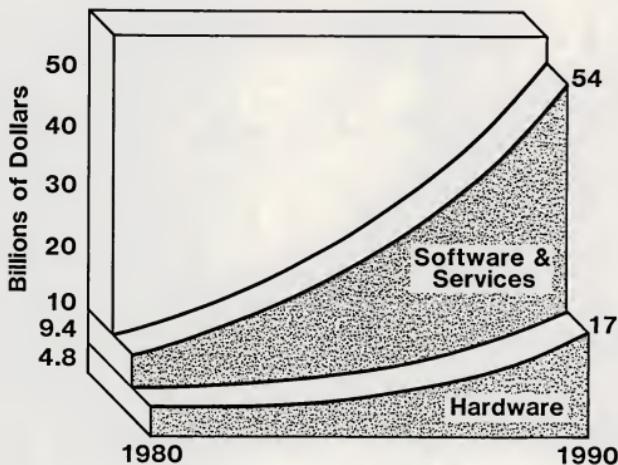


"THE FEDERAL GOVERNMENT IS IRREVERSIBLY
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OF INFORMATION TECHNOLOGY TO MANAGE
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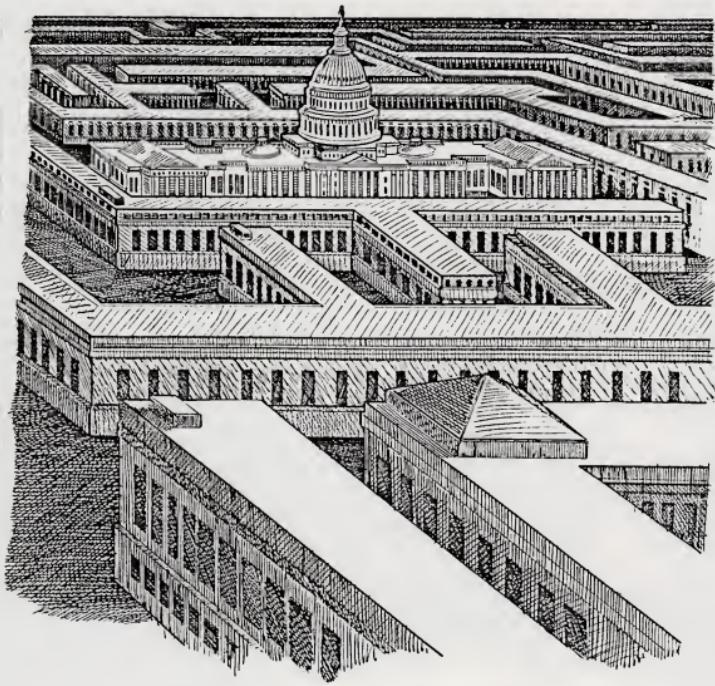
FEDERAL GOVERNMENT COMPUTER EXPENDITURES*



*Excludes Classified Systems

INPUT





INPUT



**FEDERAL ADP SERVICES
PROGRAM**

INPUT



YOU RECEIVE

- TWO SERIES OF REPORTS
- ON-GOING LOCAL SUPPORT
 - WASHINGTON OFFICE
 - LIBRARY
- TELEPHONE/VISIT INQUIRY SERVICE
- DATA BASE ACCESS
 - INTERVIEWS
 - COMPANIES

INPUT



PROCUREMENT ANALYSIS REPORTS

- SIX REPORTS
- RESULTS OF INTERVIEWS WITH AGENCY
PROCUREMENT PERSONNEL
- INTERVIEWS TO PINPOINT
 - COMPETITIVE ENVIRONMENT
 - PURPOSE
 - IMPACTS OF RELATED CONTRACTS
 - SOFTWARE/SERVICES COMPONENTS
- FORMS INTERVIEW DATA BASE

INPUT



OBJECTIVES

- IDENTIFY AND QUANTIFY OPPORTUNITIES
- FORECAST FEDERAL GOVERNMENT MARKETS
- TRACK MAJOR CONTRACTS
- ANALYZE COMPETITION
- EVALUATE MARKET SEGMENT PROFITABILITY

INPUT



BENEFITS

- DEVELOP REALISTIC PLANS FOR THE MARKET
- IDENTIFY OPPORTUNITIES FOR SPECIFIC CONTRACTS
- OBTAIN OBJECTIVE ASSESSMENTS OF MARKET SIZES AND FORECASTS
- GET ANSWERS TO SPECIFIC AGENCY, MARKET AND COMPETITIVE QUESTIONS
- TRACK FEDERAL GOVERNMENT TRENDS RELATIVE TO COMMERCIAL MARKETS
- OBTAIN MARKET SHARE DATA AND UNDERSTANDING OF COMPETITION
- UNDERSTAND CHARACTERISTICS OF AGENCY ACQUISITION PLANS

INPUT



BENEFITS

- START-UP IDENTIFICATION
- PROGRAM CHARACTERISTICS /
RELATIONSHIPS
- AGENCY NEEDS
- MAINTAINANCE REQUIREMENTS
- COMPETITIVE POSITIONS

INPUT



AGENCY ANALYSIS

- SEPARATE MILITARY AND CIVIL
 - CIVIL
 - AGENCY SPECIALIZED
 - RESOURCE MANAGEMENT
 - SCIENTIFIC & ENGINEERING
 - OTHER
 - MILITARY
 - C³ I
 - RECONNAISSANCE & INTELLIGENCE
 - RESOURCES MANAGEMENT
 - PROGRAM RELATED (WEAPONS)

INPUT



COMPETITIVE ANALYSIS

- MARKET SHARE
- ANALYSIS BY TYPE OF SERVICE/CONTRACT
- SUCCESS CRITERIA
- EXPERIENCE
- TRENDS
- BY TYPE OF COMPANY

INPUT



MARKET ISSUES

- PRICING TRENDS
- SUPPORT
- SALES METHODS/ORGANIZATION
- PROGRAM ISSUES
- STATE/LOCAL INVOLVEMENT

INPUT



PROCESSING SERVICES REPORT

- CONTENTS
 - MARKET FORECAST, 1984-1988
 - AGENCY ANALYSIS
 - COMPETITIVE ANALYSIS
 - MARKET ISSUES
- ANALYSIS TSP

INPUT



EMBEDDED SYSTEMS

- CONTENTS
 - MARKET FORECAST, 1984-1990
 - AGENCY ANALYSIS
 - COMPETITIVE ANALYSIS
 - MARKET ISSUES
- ISSUES
 - MISSILE/WEAPONS SYSTEMS
 - C3
 - PRODUCTIVITY
 - HARDWARE/SOFTWARE MIX

INPUT



FACILITIES MANAGEMENT

- CONTENTS:

- CONTRACT DATA BASE
- MARKET FORECAST, 1984-1988
- AGENCY ANALYSIS
- COMPETITIVE ANALYSIS
- MARKET ISSUES

- DATA BASE CONTENTS:

- INCUMBENT
- SIZE
- DURATION
- TYPE
- LOCATIONS

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PROFESSIONAL SERVICES REPORT

- ANALYSES

- SYSTEMS DEVELOPMENT
- CONVERSION
- SUPPORT CONTRACTS

- CONTENTS

- MARKET FORECAST, 1984-1988
- AGENCY ANALYSIS
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SYSTEMS INTEGRATION REPORT

- CONTENTS

- MARKET FORECAST, 1984-1988
- AGENCY ANALYSIS
- COMPETITIVE ANALYSIS
- MARKET ISSUES

- ANALYSES ELEMENTS

- COMPUTER HARDWARE
- SOFTWARE
- NETWORK
- EDUCATION
- MANAGEMENT

INPUT



HOTLINE . . .

- GET INFORMATION QUICKLY ON
 - DP COMPANIES
 - AGENCY PLANS AND ACTIVITIES
 - MARKET TRENDS
 - ACTIVITIES IN SOFTWARE

INPUT



YOUR PROGRAM. . . .

- ANNUAL MEETING TO DEFINE FOLLOWING
YEAR'S PROGRAM
- EACH MARKET REPORT SPECIFIED WITH YOU
- CONTINUOUS INTERACTION

INPUT



PRICE

- \$20,000 FOR FIRST YEAR FOR
PROGRAM SPONSORS
- START JULY 1983

INPUT



YOUR FEDERAL ADP SERVICES PROGRAM

**THE INFORMATION YOU NEED TO
PENETRATE THE FEDERAL MAZE**

INPUT

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Planning Services For Management

Sort

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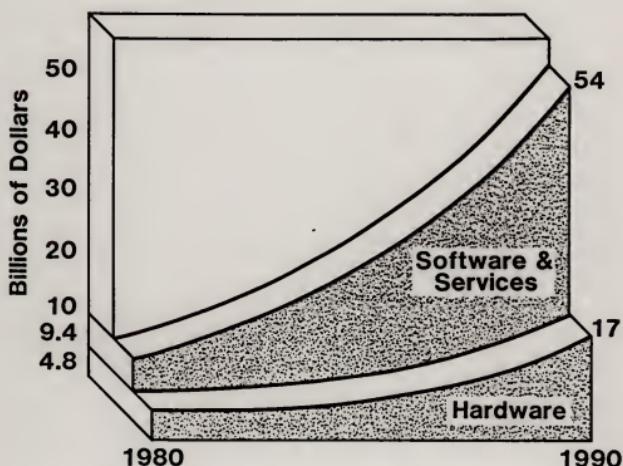


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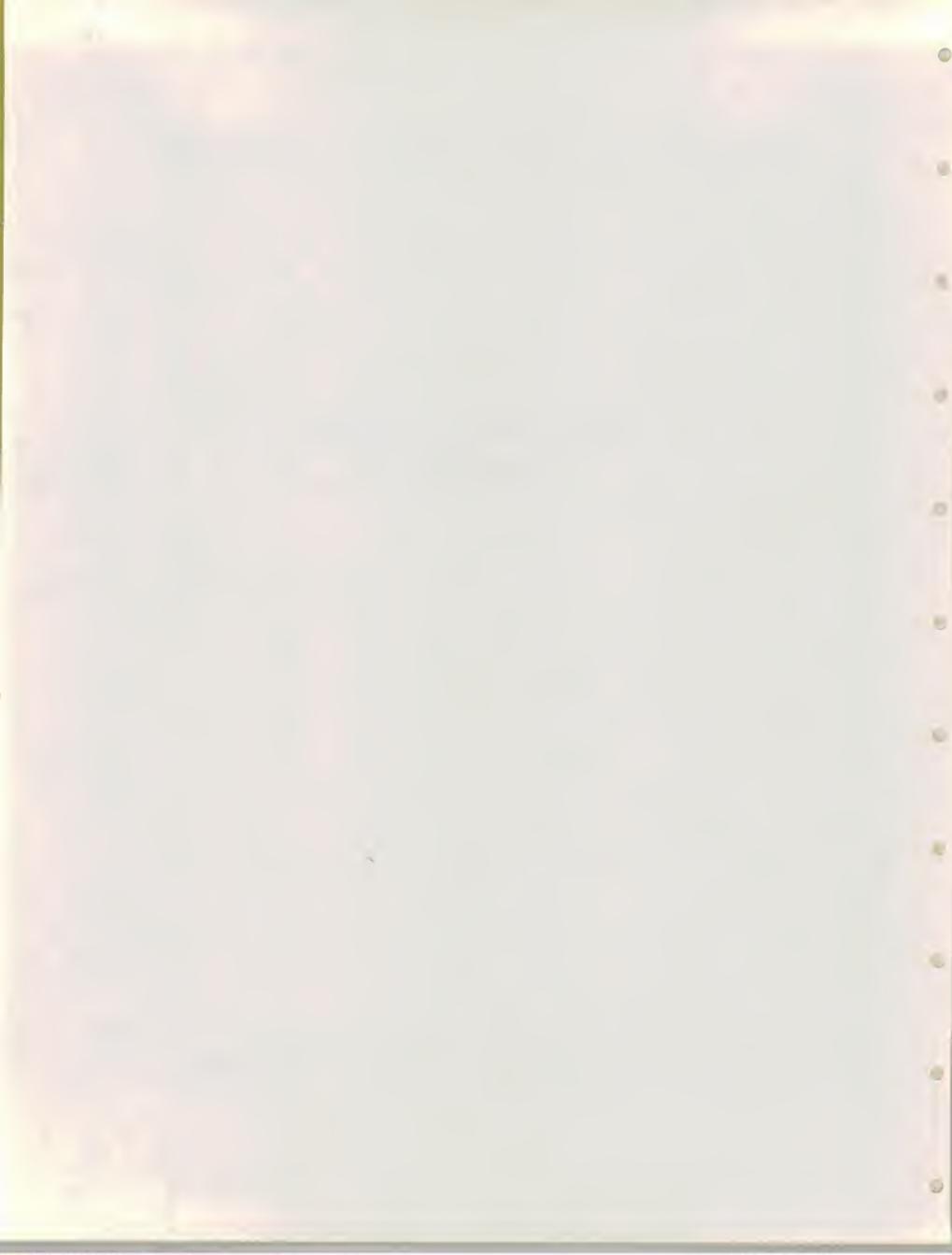


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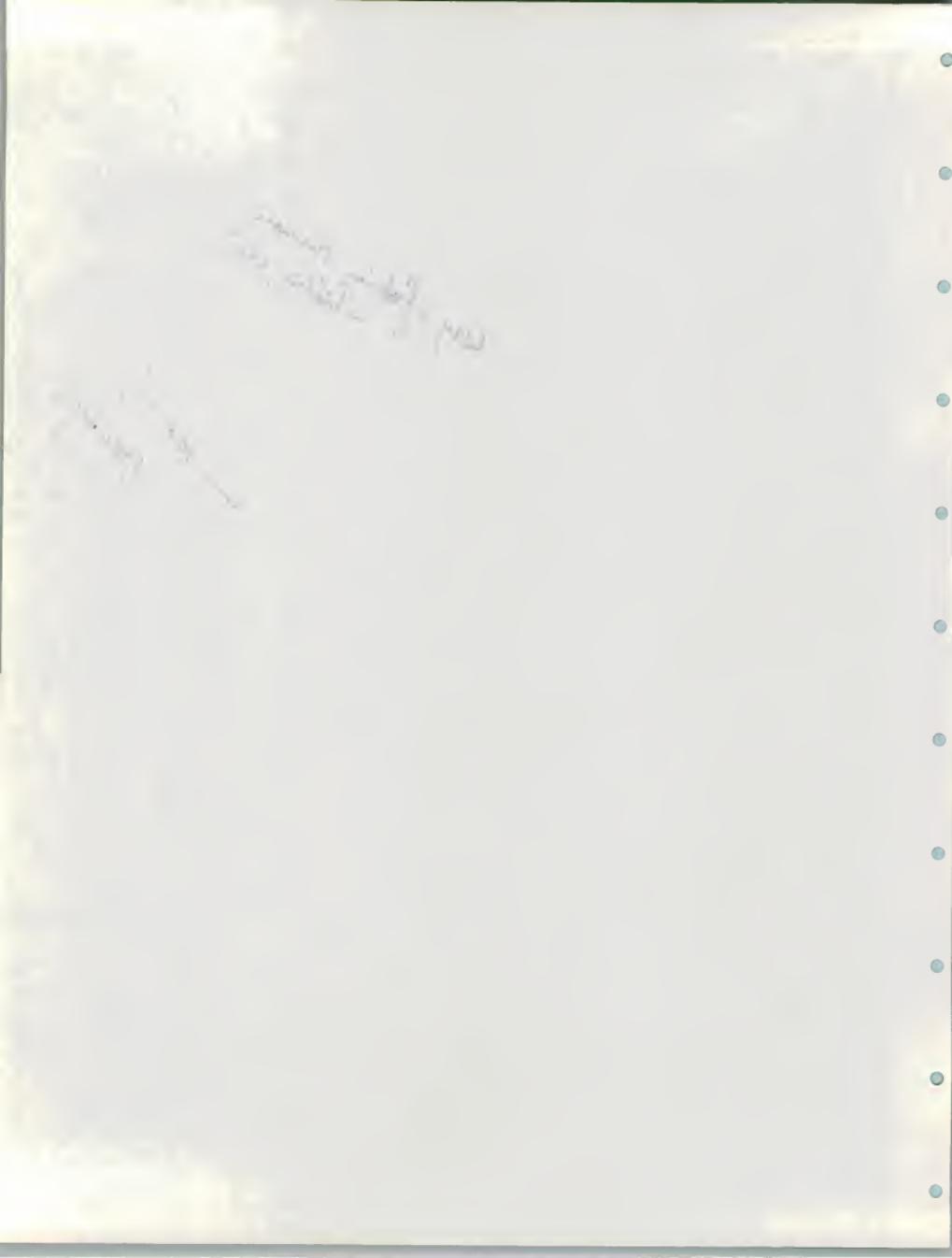
MARKET ISSUES

- PRICING TRENDS
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*Way of doing business
Billing, etc.*

*for DP
Supplier*

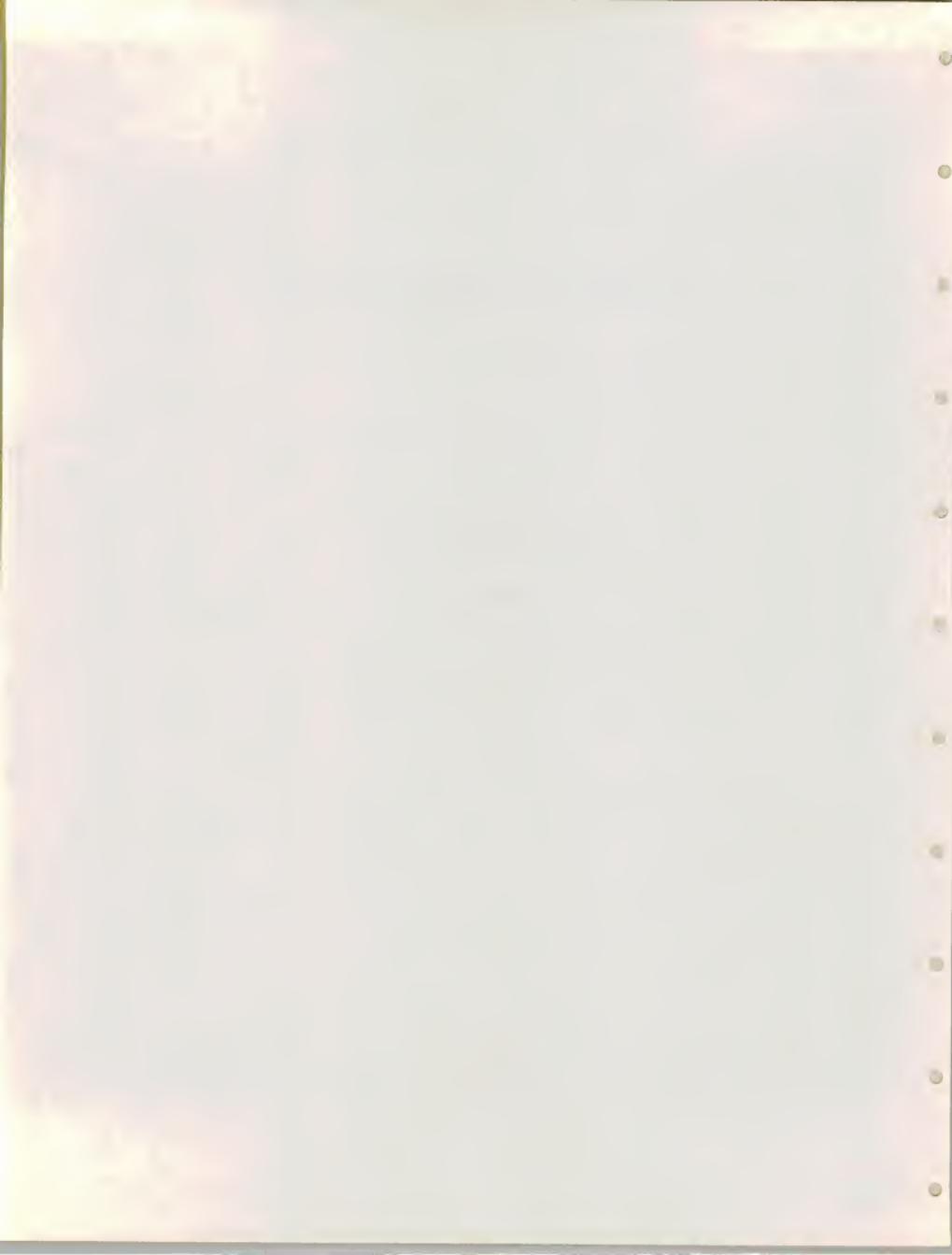
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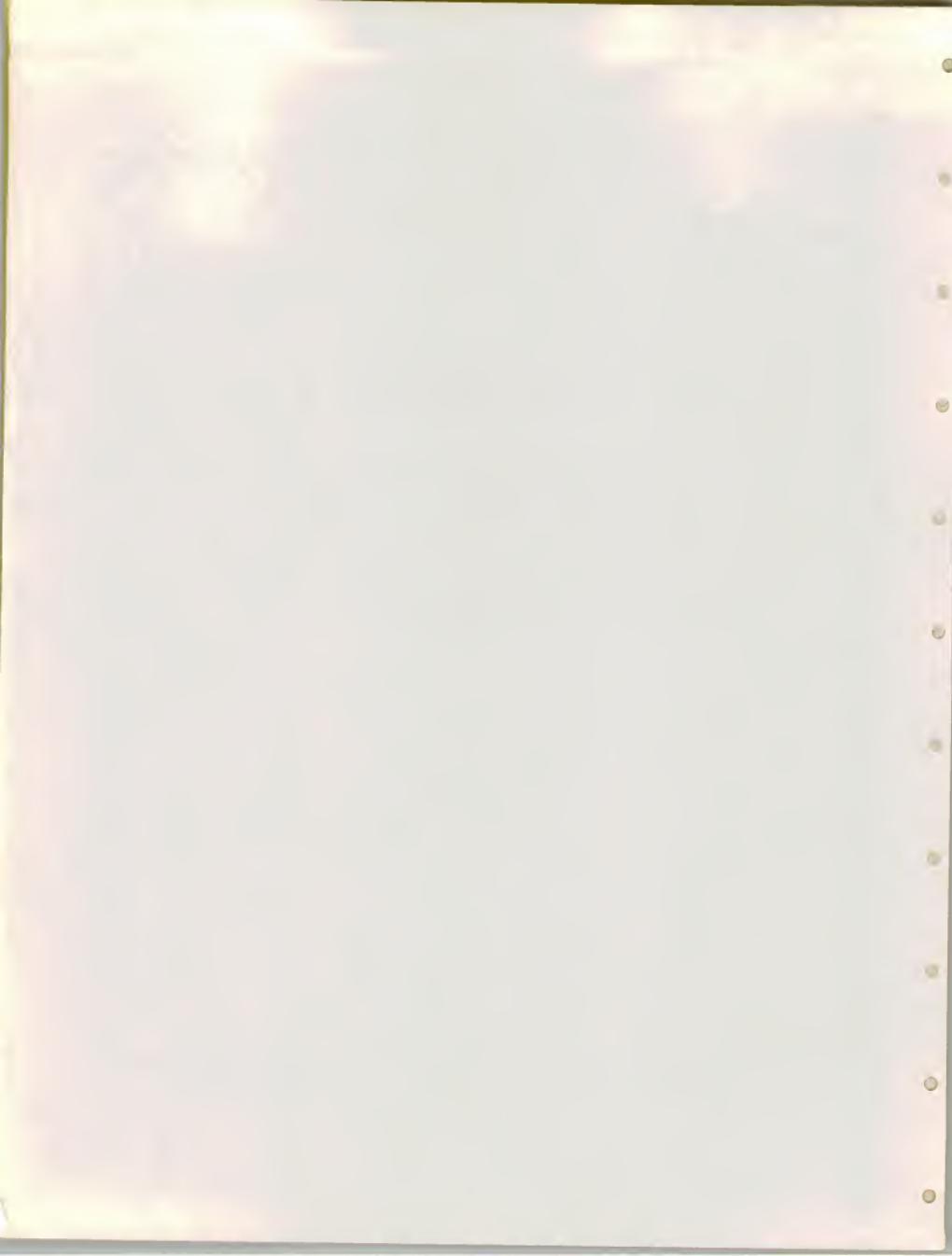
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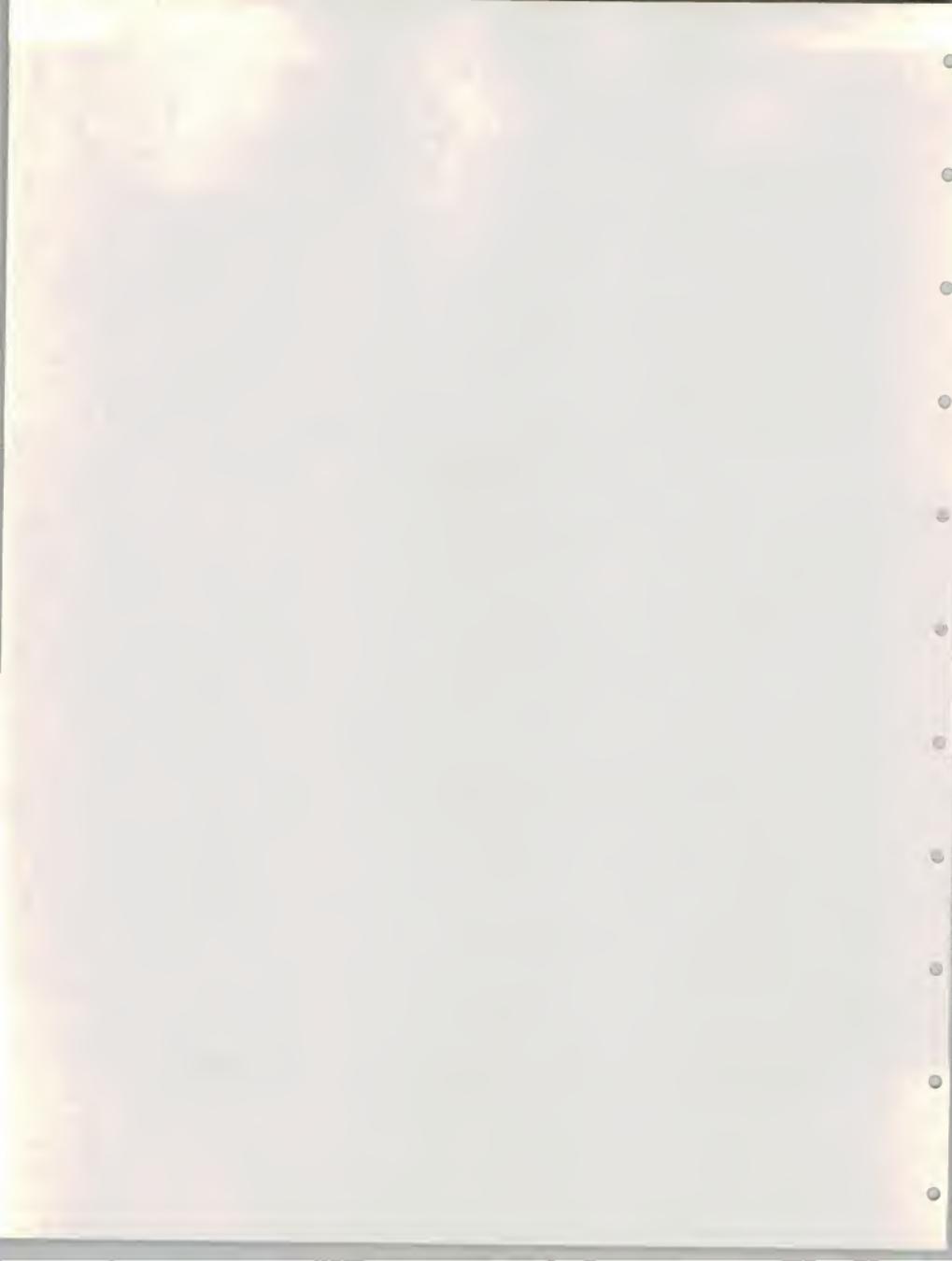
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